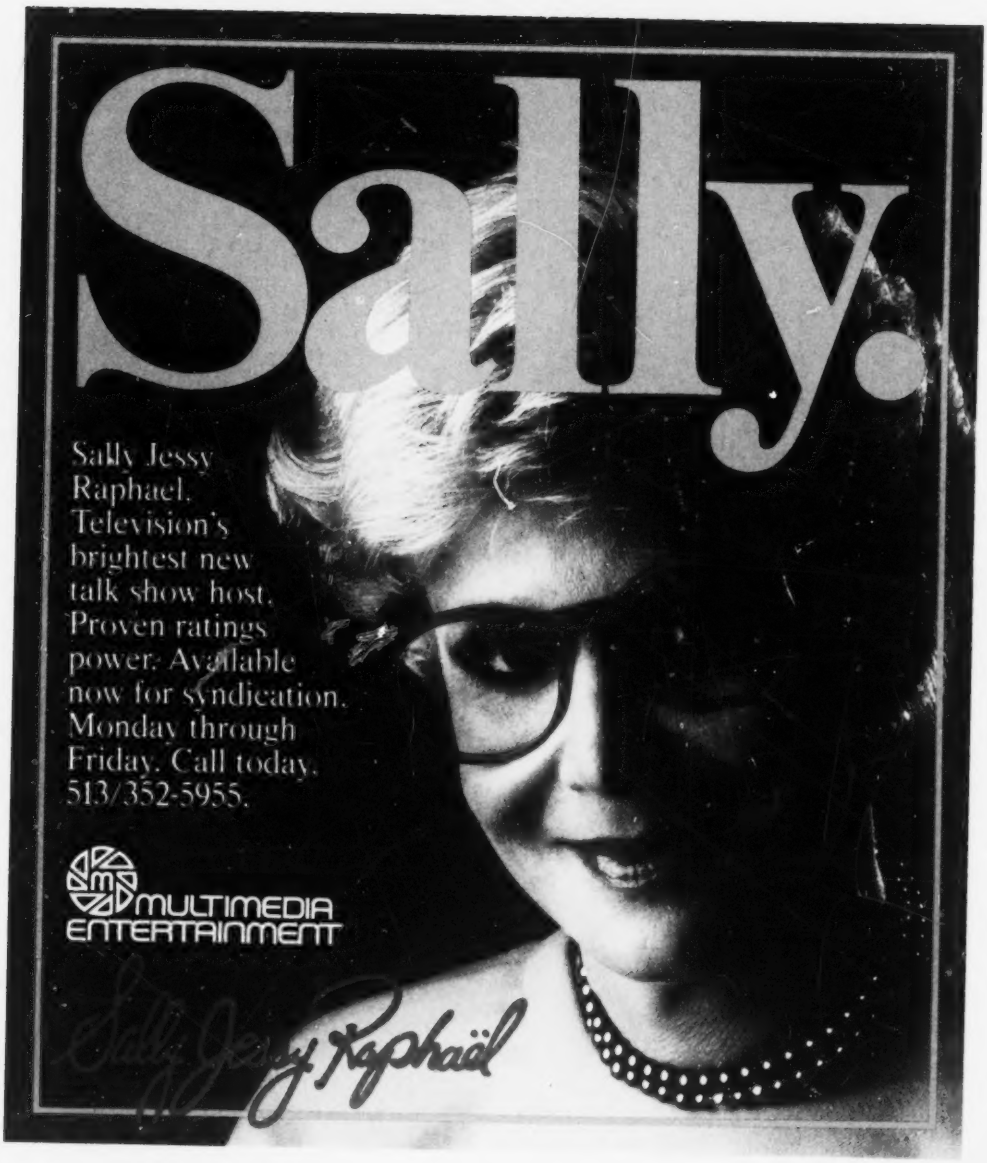
The Fifth Estate

Broadcasting ϟ Jun 18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Record buildup of upfront buying ready to burst

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Vol. 106 No. 25

Broadcasting Jun 18

Upfront buying season under way
ABC shuts down TeleFirst □ Comparison of S. 66, H.R. 4103 and city-cable compromise

OVER THE VERGE □ Prime time network upfront buying season bursts. **PAGE 27.**

NAB BOARD □ NAB joint board prepares for summer meeting with officer elections, legislative issues high on agenda. **PAGE 28.**

GELLER REMAND □ Appeals court remands case of Simon Geller back to FCC, which had stripped classical broadcaster of his license. **PAGE 29.**

TELELAST □ ABC closes its TeleFirst experiment in Chicago; cites proliferation of VCR's as cause. **PAGE 30.**

MONEY MOVEMENT □ BROADCAP finishes first five years; looks to replenish its financial base for next five. **PAGE 31.**

DOWN TO DEFEAT □ Modified version of Packwood's Freedom of Expression Act is defeated by Senate committee. **PAGE 32.**

NBC ON PARADE □ Tartikoff announces backup series for fall. **PAGE 33.** Tinker discusses problems with last year's schedule; predicts next fall will see improvement. **PAGE 33.** Grossman previews upcoming highlights from news department. **PAGE 34.**

CBS PRESS TOUR □ Leahy and Grant discuss May sweeps, reported drug use on sets of network shows and problem nights for CBS at Phoenix press tour. **PAGE 36.** Shephard reviews midseason replacement series. **PAGE 36.** Joyce discusses news media's vulnerability to litigation. **PAGE 37.**

NEXT STEP □ Elton Rule joins with Martin Starger to form own production firm. **PAGE 38.**

POLLING NEWS □ AEI study finds incestuous effects between polls and reporting. **PAGE 43.**

BILL ANALYSIS □ BROADCASTING examines similarities and differences among S. 66, H.R. 4103 and cities-cable compromise. **PAGE 48.**

TURF HEARING □ Dispute between State and Commerce Departments over jurisdiction in international telecommunications matters receives Hill hearing. **PAGE 56.**

DISNEY PURCHASE □ Disney buys back block of shares bought by Saul Steinberg. **PAGE 61.**

AAF MEETING □ American Advertising Federation hears from Reagan, Miller, Bell and Duffy during annual convention. **PAGE 62.**

CREATIVE ROLL □ BPA/BDA Las Vegas convention stresses importance of design and promotion in future electronic media world. **PAGE 70.**

FATHERLY REMINDER □ Goldenson tells broadcasters to remember their civic duty. **PAGE 72.**

LOST IN SPACE □ Intelsat is latest company to lose satellite in space. **PAGE 73.**

FRONT-LINE FIGHTER □ Cablevision Systems' John Tatta is a veteran urban-cable competitor with a successful track record. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 62	Closed Circuit 7	For the Record 74	The Media 70
Business 61	Datebook 23	In Brief 96	Monday Memo 16
Business Briefly 18	Editorials 98	In Sync 64	Programing 33
Cablecastings 10	Fates & Fortunes 91	Journalism 43	Riding Gain 66
Changing Hands 68	Fifth Estater 95	Law & Regulation 48	Stock Index 46

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INDEX TO ADVERTISERS ADM Technology, Inc. Fourth Cover □ American Airlines Priority Parcel Service 57 □ Antonelli Media Training Center 20 □ Associated Press Broadcast Services 18 □ Blackburn & Co., Inc. 68 □ Blair Television 49 □ Bonneville Telecommunications 53 □ Broadcast Electronics 65 □ Broadcast Personnel, Inc. 91 □ CBN Cable Network 44-45 □ CBS RadioRadio 41 □ Cetec Antennas 38 □ Chapman Associates 71 □ Classified Ads 80-90 □ Columbia Pictures Television 8-9 □ Continental Electronics Third Cover □ Eastern Cable Show 15 □ Embassy Telecommunications 19 □ Gammon & Ninowski Media Brokers, Inc. 70 □ Group W Productions 39 □ The Ted Hepburn Co. 69 □ Lorimar 50-51 □ MCA TV 12-13 □ Metromedia Producers 4 □ MGM/UA Entertainment Co. 6 □ Motorola 67 □ Multimedia Entertainment Front Cover □ NBC Sports 26 □ Otari Corp. 42 □ Paramount Television Domestic Distribution 35 □ Professional Cards 79 □ Rollins Communications, Inc. 55 □ Scott Entertainment, Inc. 24 □ Seltel 22 □ Services Directory 78 □ SIN Television Network 11 □ D.L. Taffner/Ltd. & Syndication 14, 47 □ Turner Program Services 17 □ Viacom 73, 75, 77 □ Warner Bros. Television Distribution 21 □ WDVM-TV Second Cover/3

tive, to form a new company that will produce motion pictures, television programs, legitimate theater productions "as well as various ventures in the fields of communications and broadcasting." The new firm is called the Rule/Starger Co. and will be equally owned by the two principals.

The move is not unexpected. It was reported earlier that Rule would announce his resignation from the ABC board to pursue interests in television production ("Closed Circuit," May 7) and that his stepping down after serving 14 years on the ABC board was necessary to avoid conflict of interest.

Rule and Starger go back a way together. Starger joined ABC from BBDO in 1967 as vice president in charge of programs, East Coast (Rule was vice president and general manager of the network's KABC-TV Los Angeles at the time). By 1969, when Starger was vice president in charge of programing and Rule was president of the ABC-TV Network, they began to work closely. It was in 1975, after Starger had become the first president of ABC Entertainment and Rule was president of ABC Inc. that the former left to form his own production company with an exclusive ABC television contract.

In an interview, Starger said the first thing Rule/Starger will concentrate on is the development and production of feature motion pictures, but he expects television productions to follow soon. This time, he said, there is no exclusive arrangement with ABC, and the company is free to produce for all three networks. Eventually, Starger added, the company may become involved in radio and television station ownership, but there is "nothing specific at this time."

Starger's exclusive production deal with ABC produced the three-hour made-for-TV movie, *Friendly Fire*; a one-hour special, *Rock Follies*, and 13 episodes of a one-hour series titled *West Side Medical*. He also served as executive producer of the *ABC Theater* presentation of "The Elephant Man," and was the executive producer of motion pictures "On Golden Pond," "Sophie's Choice," "The Muppet Movie" and "Autumn Sonata." Starger said his current company, Marstar Productions, will continue its current ventures, but all forthcoming projects will come out of Rule/Starger.

And although Rule/Starger has no exclusive arrangements with ABC, it seems likely that the network (which has a motion picture division) could be a future client or partner. As one ABC source put it: "[Rule] is not going to have any trouble with his productions getting a reading at ABC." □

CBS, NBC tie for ratings week

The NBA championship games on CBS and a strong Monday and Tuesday night on NBC caused those two networks to tie in the prime time ratings for the week ended June 10. It was the second consecutive tie for NBC, which tied for first place with ABC the week before with an average 13.4/24. According to Nielsen's National Television Index, CBS and NBC each earned an average rating of 12.3 and an average share of 23 while ABC pulled an average 11.1/21.

Despite its loss, ABC won more nights than either of the other networks: Wednesday, Friday and Saturday. CBS won Thursday and Sunday while NBC took Monday and Tuesday.

It was a week characterized by a heavy load of series repeats on all three networks—the second such week since the networks went full throttle into the rerun season following the end of the May sweeps. Excluding specials and sports, CBS and NBC each ran only an hour and a half of new programing, compared to ABC which ran three hours.

The combined three-network average rating/share was 35.7/67, down from 36.3/71 for the comparable period a year ago. Despite a slight increase in TV households in 1984 over 1983, the net loss was 321,000 TV households per average minute.

Highlights of the week, night by night:

■ A special doubleheader *ABC Monday Night Baseball* kept that network in third place all night, never climbing above a 10.1 rating. NBC won the night with a repeat of *Bloopers and Pratical Jokes* followed by a repeat broadcast of the 1981 TV movie, *Born To Be Sold*, starring Lynda Carter. At a 16.2/27, it was the third ranked show of the week.

■ Tuesday night went to NBC based on repeats of its regular lineup of *A-Team*, *Riptide*, and *Remington Steele*. And despite ABC squeezing ahead of CBS in the 8-9 period with repeats of *Foul Ups, Bleepers & Blunders* and *Three's Company* against a *CBS Reports* documentary by less than one rating point, CBS pulled ahead with a repeat of its *Tuesday Night Movie—Two Lives of Carol Letner* at 9-11.

■ ABC had its first of three nightly wins Wednesday as a special *ABC Wednesday Night Movie*, a 1978 theatrical titled "Moment by Moment" and starring Lily Tomlin and John Travolta, outdrew the fourth game of the NBA championship on CBS by 1.9 rating points. NBC was still able to come in second place ahead of CBS, despite a close race most of the night, by virtue of an extra rating point garnered from a repeat of *Facts of Life*

■ Thursday night was an easy win for CBS as *Magnum, P.I.* and *Simon & Simon* dominated the 8-10 block. But CBS fell back to third place at 10-11 as *Knots Landing* had to give way to *20/20* on ABC and *Hill Street Blues* on NBC.

■ Friday night belonged to ABC as repeats of its regular series lineup swept the 8-9 period, and *Blue Thunder* and *Matt Houston* kept close and eventually overtook the fifth game of the NBA championship in the 9-11 period on CBS. NBC remained in a distant third for the entire night, averaging a 9 rating.

■ ABC won Saturday night with repeats of its regular lineup of *T.J. Hooker, Love Boat* and *Fantasy Island*. CBS came in third for the night with an average 6.4 rating due to a poor lead-in from *Mama Malone* and a weak performance by a repeat of the theatrical "The Jazz Singer."

■ CBS took Sunday night with its regular series lineup—*60 Minutes* had a 36 share. NBC's *Knight Rider* dominated the 8-9 period. ABC came in third with a repeat of the theatrical "The Bad News Bears Go To Japan" which at 7-9 pulled an 8.1/17.

Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.4/32
2.	Trapper John, M.D.	CBS	17.4/31
3.	Born To Be Sold	NBC	16.2/27
4.	60 Minutes	CBS	16.1/36
5.	Alice	CBS	15.9/27
6.	20/20	ABC	15.3/28
7.	Magnum P.I.	CBS	15.2/30
8.	Joe Dancer	NBC	15.2/27
9.	A Team	NBC	15.0/29
10.	Moment By Moment	ABC	15.0/26
11.	TV Bloopers and Practical Jokes	NBC	14.8/27
12.	Love Boat	ABC	14.7/30
13.	Cagney & Lacey	CBS	14.6/24
14.	Hill Street Blues	NBC	14.5/27
15.	Matt Houston	ABC	14.5/27
16.	Jeffersons	CBS	14.5/26
17.	Scarecrow & Mrs. King	CBS	14.4/27
18.	Facts of Life	NBC	14.2/24
19.	Remington Steele	NBC	14.1/25
20.	Riptide	NBC	13.9/24
21.	Newhart	CBS	13.9/23
22.	Cheers	NBC	13.8/25
23.	Night Court	NBC	13.8/24
24.	Two Lives of C. Lether	CBS	13.5/23
25.	One Day at a Time	CBS	13.3/23
26.	Fantasy Island	ABC	13.2/27
27.	NBA Championship Game #4	CBS	13.1/24
28.	Family Ties	NBC	13.0/25
29.	Fall Guy	ABC	13.0/24
30.	St. Elsewhere	NBC	13.0/23
31.	Gimme A Break	NBC	12.5/26
32.	Duck Factory	NBC	12.2/21
33.	T.J. Hooker	ABC	12.1/27
34.	NBA Championship Game #5	CBS	12.1/23
35.	Webster	ABC	11.9/25
36.	Blue Thunder	ABC	11.9/23
37.	Lions of Etosha	CBS	11.9/22
38.	D-Day Plus 40	NBC	11.7/22
39.	Knight Rider	NBC	11.5/23
40.	Knots Landing	CBS	11.5/21
41.	Hotel	ABC	11.5/20
42.	Three's Company	ABC	11.3/21
43.	AfterMash	CBS	11.2/23
44.	Silver Spoons	NBC	11.1/24
45.	Foulups, Bleeps & Blunders	ABC	10.8/21
46.	D-Day & Eisenhower	CBS	10.6/20
47.	Four Seasons	CBS	10.5/21
48.	Skeezer	NBC	10.4/20
49.	Monday Night Baseball	ABC	10.4/18
50.	Hart to Hart	ABC	10.3/18
51.	Benson	ABC	10.2/23
52.	Diff'rent Strokes	NBC	10.0/23
53.	Mama's Family	NBC	9.7/20
54.	Hardcastle & McCormick	ABC	9.7/17
55.	Dukes of Hazzard	CBS	9.5/21
56.	People Are Funny	NBC	8.8/17
57.	Rousters	NBC	8.6/17
58.	Baseball Pre-game	ABC	8.2/17
59.	Bad News Bears In Japan	ABC	8.1/17
60.	Crossed Swords	ABC	6.9/13
61.	The Jazz Singer	CBS	6.7/14
62.	Olympic Boxing Trials	ABC	6.6/12
63.	Homemade Comedy Special	NBC	6.1/13
64.	Mama Malone	CBS	4.6/11
65.	Father Murphy	NBC	3.8/9

*indicates premiere episode

Dr. Leslie A. Morgan; Ted Bolton, president of Ted Bolton Associates, the media and marketing research firm; Barbara Caplan, vice president of Yankelovich, Skelly & White Inc., the consulting and marketing research firm; Arbitron's vice president of radio sales development, Rupert (Rip) Ridgeway, and the keynote speaker, Maurie Webster, president of the Radio Information Center in New York.

"Radio has a lot of features it can offer," said Arbitron's Ridgeway. "Radio is a companion. It's a source of information. It's a friend that you can turn on when you want to. It's entertainment. It's music." According to RIC's Maurie Webster, 95% of all people in America listen to radio weekly, and radio's strength at night is approximately equal to television's daytime strength. Arbitron's figures show that 92% of all men and women are reached during drive time (Monday through Friday, 6-10 a.m.). And Ted Bolton describes the resulting changes in the industry: "Lots of radio stations are becoming very, very sophisticated in marketing.... These radio guys are out on the street fighting it out, and the competition is incredible."

But today's Americans are becoming a different breed. "People no longer believe in unlimited personal or national growth," said Yankelovich's Barbara Caplan. They "believe that they cannot have it all, they cannot be it all, they cannot do it all." But "they are very upbeat in their ability to make the most out of what they've got." According to Caplan, today's Americans are smart shoppers who are in search of "usable, accessible, valuable" information. They are committed to health and fitness; they pay more attention to wisdom and experience; they have a sense of community; they are interested in theater, special events and reviews of products, and they are beginning to accept the aging experience. And the younger part of the baby boom, she said, spend more time at home because they are "exhausted from upward mobility."

According to Dr. Leslie Morgan, today's adult is still defined in terms of the adult of the 1950's—and that comparison is erroneous. "We've used age as a means of trying to predict an individual's interests, their activities, their behaviors, their goals, their orientation toward life," she said. But whereas that older group—the 60-plus adults, the parents of the baby boom—were shaped by the Great Depression, "socking a lot of money away in savings because of their experience," the baby boomers became adults in the era of Vietnam and Watergate, and thus are skeptical, questioning, more highly educated and affluent than their parents, and more consumer-oriented. They are also, according to everyone at the convention, quickly becoming the largest market in the country.

As a whole, the 35-64 age group makes up 31.3% of U.S. population overall, Morgan's statistics say. And over the next 10 years approximately 39.5 million more persons will enter this age group. Why is this important? Because 73 million of them listen to radio. And, said Ridgeway, "the key to this dynamic age group is to understand how they use radio. When they listen, what they're listening to, where they are when they're listening, what kinds of services they need." There are, he said, "more 35-64's listening during every quarter-hour from 5 a.m. to 2 p.m. than any other demographic." AM-FM differences "are not a worry. This is the only demographic where this is not a worry." Said Barbara Caplan: "They have been neglected precisely because they have been misunderstood."

And there are many misconceptions about the 35-64 age group. They are not passive victims of poor health with low incomes, impervious to advertising, said Webster. And they often are not brand loyal, he continued, although some advertisers seem to believe that "brand loyalty is something like hardening of the arteries: It sets in and it never changes." Caplan defined the 35-64-year-olds as consumers with new values who live in the present because the future is uncertain, "unlike your grandfather, who only wanted to be the richest man in the cemetary so he could pass on the money to his children." Yet, she said, she is asked by clients interested in the demographic: "Should we have ramps? Should we have early-bird specials? Should we put lights on the table so they can see?"

The message of the 35-64 Committee's conference was obvious: 35-64-year-olds are out there, and they have money to spend. Said Maurie Webster: "What we have today is an older America, and it is slowly being recognized." And it is calling attention to itself. At one of the day's sessions, an audience member described a sign he had seen on the back of a motor home. It said: "We're enjoying our children's inheritance." □

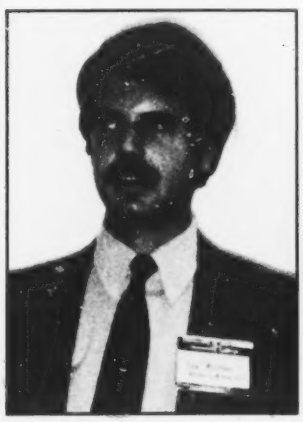
National spot radio continues climb

National spot radio expenditures for April soared 23.4% to $83,626,400 ("Closed Circuit," June 4), according to data released by Larchmont, N.Y.-based Radio Expenditure Reports (RER). Spot business activity in all of the top 10 markets was up, with Dallas-Fort Worth leading the pack with a 31% increase. New York registered the smallest increase—8.8%. In addition, the top 10 markets accounted for 51.2% of all radio ad expenditures in the top 50 markets. The chart below highlights monthly spot billings for January through April.

Spot Radio Expenditures

	1984	*1983*	*% of change*	*% of change (YTD)*
January	$39,953,400	$39,173,600	+2.0	
February	$47,473,500	$45,550,800	+4.2	+2.9
March	$58,038,300	$54,401,900	+6.7	+5.9
April	$83,626,400	$54,193,900	+23.4 *	+11.8 *

* April percentages have been adjusted to account for five-week billing month as compared to standard broadcast billing month of a year ago.



Bolton

Webster and Dorf

Ridgeway

Cabo Rojo, P.R. 00623. Principal is sales manager and 45% owner of WEKO(AM) Cabo Rojo, P.R., she is selling her interest in station to her husband, David (see Ownership Changes) and upon FCC approval will have no other broadcast interests. Filed June 11.

■ Cabo Rojo, P.R.—Occidental Broadcasting Corp. seeks 102.3 mhz; 3 kw; HAAT: 798 ft. Address: 366-S P.O. Box 3685, Mayaguez, P.R. 00709-3685. Principal is owned by Fernando L. Sumaza, and his wife, Diana, and Luis Roberto Santos, and his wife, Susan (25% each). They have no other broadcast interests. Filed June 12.

■ Bluffton, S.C.—Inter-Island Broadcasting Co. seeks 107.1 mhz; 3 kw; HAAT: 203 ft. Address: P.O. Box 640, Tybee Island, Ga. 31328. Principal is owned by E.D. Steele (51%) and Andrew H. Christian (49%). Steele owns WGML(AM) Hinesville, Ga. and is app. for LPTV in Hilton Head, S.C. Christian is Manager of Savannah Ice Co. Filed June 5.

■ Mitchell, S.D.—Great Plains Educational Broadcasting Trust seeks 90.8 mhz; 645 w; HAAT: 110 ft. Address: 408 S. Hawthorne Ave., Sioux Falls, S.D. 57104. Principal is nonprofit corp. headed by Dr. Ronald Tottingham. It is app. for 6 new FM's in South Dakota. Filed June 8.

■ Plainview, Tex.—Atkins Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 235 ft. Address: 7146 Bayberry Lane, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is president of Southwest Educational Media Foundation, app. for 5 new FM's (see above). Filed June 11.

■ *Winchester, Va.—Timber Ridge Ministries seeks 91.3 mhz; 300 w; HAAT: 1,350 ft. Address: 114 W. Boscawen ST., Winchester, Va. 22601. Principal is nonprofit corporation headed by Leona F. Choy, with no other broadcasting interests. Filed June 5.

■ Long Beach, Wash.—Leverrier Broadcasting Co. seeks 100.1 mhz; 3 kw; HAAT: 300 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Principal is owned by Richard R. Leverrier (49%) and his wife, Leigh (51%). Richard is account executive with WGMS-AM-FM Rockville, Md. It is also app. for new FM in Albany, Minn. Richard also has interest in app. for new FM in Middletown, Md. and Leigh is app. for new FM in Ocean View, Del. Filed June 11.

TV's

■ Mobile, Ala.—Mobile TV 61 Inc. seeks ch. 61; RP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,915 ft. Address: 406 3rd Ave. N., Columbus, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Douglas M. Wicks (5%), and Les Range (5%). Colom is owner of CP for new AM in Artesia, Miss., and app. for new TV in Nashville, and Albany, Ga. Filed May 30.

■ Santa Barbara, Calif.—Rainbow Television Group seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 3,016 ft.; ant. height above ground: 100 ft. Address: 6353 Homewood Ave., Hollywood, Calif. 90028. Principal is owned by Rae A. Compton (50%), Mary E. Gjolme (25%), and her mother, M.R. Jackson (25%). Jackson is 23.75% owner, and Compton's father, Ray Webb, also has interest in app. for new UHF in Barstow, Calif. Filed June 6.

■ Santa Barbara, Calif.—Willshire District Broadcasting Co. seeks ch. 38; ERP vis. 21.76 kw, aur. 2.176 kw; HAAT: minus 408.5 ft. ant. height above ground: 142 ft. Address: 1888 Century Park E., Los Angeles, Calif. 90067. Principal is owned by Michael Everling (50%) and Mark Pierce (50%). Individuals with no other broadcast interests. Filed June 7.

■ Fort Pierce, Fla.—Florida Educational Television Inc. seeks ch. 21; ERP vis. 2,285.6 kw, aur. 26.6; HAAT: 973 ft. Address: 1120 S.W. 19th St., Boca Raton, Fla. 33432. Principal is nonprofit corporation headed by Dr. R. William Henkel. It has no other broadcast interests. Filed June 6.

■ Venice, Fla.—Holiday Group, Ltd. seeks ch. 62; ERP vis. 2,951 kw, aur. 295 kw; HAAT: 774 ft.; ant. height above ground: 775 ft. Address: 1700 S. Tamiami Trail, Venice, Fla. 33595. Principal is owned by Ronald L. Cournoyer (2%), Robert A. Groter, and his wife, Elaine (49% jointly), and Ronald D. Davis, and his wife, Janice (49% jointly). It is investor in real estate and broadcast property development. Filed June 8.

■ Albany, Ga.—Albany Broadcasters Inc. seek ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 962.5 ft.; ant. height above ground: 1,023 ft. Address: 406 Third Ave. North, Columbia, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Harold Bowen (4%) and William Dilday (6%). Colom also has app. for new TV's in Nashville, and Mobile. Filed May 30.

■ Pittsburg, Kans.—Family Broadcasing Co. seeks ch. 14; ERP vis. 1,708 kw, aur. 170. kw; HAAT: 480 ft. ant. height above ground: 505 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Sioux Falls, S.D. (see below). Filed June 1.

■ Grand Island, Neb.—Family Broadcasing Co. seeks ch. 17; ERP vis. 1,488 kw, aur. 148 kw; HAAT: 931 ft. ant. height above ground: 934 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Sioux Falls, S.D. and Pittsburg, Kans. (see below and above). Filed June 1.

■ Sioux Falls, S.D.—Family Broadcasing Co. seeks ch. 17; ERP vis. 1,636.3 kw, aur. 163.6 kw; HAAT: 791 ft. ant. height above ground: 630 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Pittsburg, Kans. (see above). Filed June 1.

■ Cleveland, Tenn.—WFLI Inc. seeks ch. 53; ERP vis. 1,530 kw; aur. 153 kw; HAAT: 960 ft. ant. height above ground: 1,023 ft. Address: 621 O'Grady Dr., Chattanooga, Tenn. 37409. Principal is owned by William E. Benns (47%), Ying Hua Benns (6.1%), Robert A. Benns (20.7%), Michael J. Benns III (17.7%), Patricia B. Komorowski (4.9%) and Harold B. Loyd (4.6%). William, Robert, and Michael also own, in slightly different percentages, WJLY(AM)-WHYW-AM Braddock, Pa. Robert and Michael own WMYK(FM) Elizabeth City, N.C. and with Komorowski have part interest in WZAM(AM) Norfolk, Va. William E. Benns III is employed at WZAM and WMYK, Loyd is employed by WFLI(FM). Filed May 30.

■ Cleveland, Tenn.—Cleveland Television Inc. seeks ch. 53; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 957 ft. ant. height above ground: 1,023 ft. Address: Rt. 2 Box 375, Cleveland, Tenn. 37311. Principal is owned by Catherine J. Robinson (10% with 100% voting stock) and Valerie S. Dixon (90%). Robinson is app. for new FM in Duluth, Minn., Dixon has small interest in WOAC(TV) Canton, Ohio and app. for LPTV in Rocky Mount, N.C. Her father H. Bernard Dixon has interests in seven TV's, one AM, and is 33.5% app. for same LPTV as Valerie. Filed May 30.

■ McMinnville, Tenn.—Warren County Broadcasters seek ch. 33; ERP vis. 720 kw, aur. 72 kw; HAAT: 305 ft.; ant. height above ground: 291 ft. Address: 309 Edge Wood Dr., McMinnville, Tenn. 37110. Principal is owned by Bryan E. Knight (50%), Paul H. Rigsby (25%), and Carl B. Hillis (25%). Knight is superintendent of Warren County Public Schools, Hillis and Rigsby are McMinnville businessmen with no other broadcast interests. Filed June 7.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Goodson-Todman's
FAMILY FEUD
Hosted by Richard Dawson
#1 -IN- MIAMI
-ON- WPLG
Monday—Friday 7:30—8:00 PM
Family Feud, with a 12.7 rating and 22 share, outpaces PM Magazine by 49% and Entertainment Tonight by 34%.
Source: Arbitron, May 1984
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